Fashion Calendar

1949

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JANUARY

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK ENDING FRIDAY, NOVEMBER 4, 1949

Friday Nov. 4 11:00 A.M.	PRESS SHOWING OF SPRING COLLECTIONS	MARTINI DESIGNED & DIMINUTIVES, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR

Sylvan Rich will present his Martini Designed and Martini Diminutives Spring collection to the press at 11:30 A.M., followed by a Spring picnic luncheon. By invitation only. Trade openings on Monday, Nov. 7 with daily showings of Martini Designed at 1:15 P.M.; Martini Diminutives at 12:45 P.M. Publicity: Mildred Kaldor, MU. 9-5420.

Friday Nov. 4 1:00 P.M. Luncheon	"TELE-FASHIONS AT THE WALDORF"	SAKS FIFTH AVENUE-- MISS AMERICA ORIGINALS	WALDORF-ASTORIA SERT ROOM

"On Your Toes" televised celebrity fashion luncheon, via DuMont Television, featuring fashions by Miss America Originals, available at Saks Fifth Ave. Guests will include dancing stars from the Roland Petit Ballet. Commentator and director: Billie Gould. Press by invitation. Public by reservation; contact: "Albert", EL. 5-3000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.

Friday Nov. 4 3:00 P.M.- 6:00 P.M. Tea	PRESS PREVIEW OF COATS AND SUITS	HARELLA OF LONDON	HOTEL VANDERBILT SUITE 434

Harella of London (L. Harris, Ltd.) will present coats and suits for women; and young girls' coats, sizes 7 to 14. Attendance by invitation only. Publicity: Edythe Polster, MU. 3-4000, Ext. 434.

Friday Nov. 4 4:00 P.M. Cocktails	PREVIEW: RESORT, SPRING AND SUMMER COLLECTIONS	HARVEY BERIN, LTD.	530 SEVENTH AVENUE SHOWROOM-7TH FLOOR

Harvey Berin will present his Resort, Spring and Summer collection to the press. By invitation only. Trade showings begin Monday, Nov. 7 at 10:30 A.M., 1:00 P.M. and 4:00 P.M.; and daily thereafter. Publicity: Evelyn Mandl, PE. 6-0206.

Beginning Friday Nov. 4	OPENING OF FOGA SPRING LINES	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL N.Y. SHOWROOMS

The following members of the FOGA will open their Spring lines:

FRIDAY, NOVEMBER 4
- Fred Greenberg Dress Co.

MONDAY, NOVEMBER 7
- Paul Parnes Corp.
- Paul Sachs Originals, Inc.
- Rudolf Gowns

TUESDAY, NOVEMBER 8
- Hansen Bang, Inc.
- Charles Lang, Inc.
- Parnis-Livingstone, Inc.
- Herbert Sondheim, Inc.
- Suzanne-Augustine, Inc.

WEDNESDAY, NOVEMBER 9
- Ben J. Gam, Inc.
- Nat Kaplan
- Ben Reig, Inc.
- Martin Simon, Inc.
- Adele Simpson, Inc.

THURSDAY, NOVEMBER 10
- Ed Gerrick, Inc.
- Janet Taylor

Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Now Showing 10:30 A.M.; 1:00 P.M.	PRESENTATION OF RESORT AND SPRING COLLECTION	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM-19TH FLOOR
	Showings of Resort and Spring afternoon, dinner and evening dresses, designed by Ted Shore for Frank Starr, daily at 10:30 A.M. and 1:00 P.M. Contact: Marion Auley, LA. 4-7690.		
Now Showing	SHOWING OF SPRING & CRUISE COLLECTIONS	CASSINI-DARDICK, LTD.	715 FIFTH AVENUE SHOWROOM
	Cassini-Dardick, Ltd. present their collection of dresses for Spring and Cruise wear at daily showings. By appointment only. Contact: MU. 8-0420.		

WEEK BEGINNING MONDAY, NOVEMBER 7, 1949

Postponed Nov. 7	JEANNE TETE'S PRESS PREVIEW OF SPRING MILLINERY, ORIGINALLY SCHEDULED FOR MONDAY, NOVEMBER 7 AT 10:00 A.M., HAS BEEN TENTATIVELY POSTPONED.		
Monday Nov. 7- Nov. 13 12:00 Noon- 11:00 P.M.	TWENTY-SIXTH ANNUAL WOMEN'S EXPOSITION	WOMEN'S INTERNATIONAL EXPOSITION	71ST REGIMENT ARMORY PARK AVE. & 34TH ST.
	This year's "showcase of women's activities" will be presented in a panorama of colorful booths and displays with the general theme of "Women for World Friendship and Understanding". Exhibitors include The American Thread Co.; Harriet Hubbard Ayer presenting a daily drawing for home permanents, demonstrated and displayed for the visitors; also a tie-in with the daily fashion show at 3:00 P.M. by B. Altman & Company. Admission: 50¢ plus tax. Publicity: Aileen Fogarty, EL. 5-6316.		
Monday Nov. 7 12:30 P.M. Luncheon	PREVIEW OF SHOE FASHIONS FOR SPRING	NEWTON ELKIN SHOE CO.	WALDORF ASTORIA WEDGWOOD ROOM
	Newton Elkin will present a preview of shoe fashions for Spring, with a discussion of accessory coordination. Analysis of merchandising problems by Richard Bond, executive vice president, John Wanamaker. By invitation only. Publicity: Elizabeth Mackintosh & Associates, TE. 8-7147.		
Monday Nov. 7 1:30 P.M.- 5:30 P.M. Cocktails	PRIVATE PREVIEW OF NEW STORE	FROCK AND BONNETT	110 NO. FRANKLIN ST. HEMPSTEAD, L.I.
	Frock and Bonnett, formerly at Fulton Street, Hempstead, will launch their new store with a private showing of fashions by leading designers. By invitation only. The store will open to the public on Tuesday, November 8. Contact: Selma Shane, LO. 3-1798.		
Beginning Monday Nov. 7- Nov. 11 4:00 P.M.	COLLECTION DESIGNED BY SARA RIPAULT	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM-25TH FLOOR
	Press showing of Sam Friedlander's Spring collection, designed by Sara Ripault, on Monday, November 7 at 4:00 P.M. Showing at 4:00 P.M. for the remainder of the week <u>only</u>. Contact: PE. 6-2663.		
Monday Nov. 7 7:30 P.M.- 9:30 P.M.	SIXTH SESSION OF FASHION TRAINING COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER CONCERT HALL-165 W. 57TH ST.
	Subject: "Advertising"--Stores and Agencies. Speakers: Leona Bowman, Sterling Advertising Agency; Ruth Stein, Bloomingdale's; Alieda Van Wesep, Lord & Taylor. Fee: $2.00 for each lecture. Contact: The Fashion Group, Inc., CI. 7-3940.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Nov. 7	OPENING OF SPRING COLLECTION	FREDERICK STARKE OF LONDON	105 WEST 40TH ST. PENTHOUSE-SHOWROOM
	Frederick Starke of London will present his Spring collection of suits, dresses and ensembles in British fabrics. Daily showings by appointment. Contact: Stefania Chaney Wilson, CH. 4-4447.		
Beginning Monday Nov. 7	EXHIBIT OF EAST INDIAN COSTUME PLATES	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	An exhibition of fashion plates of East Indian costume accessories, showing needlecraft and jewelry designs, coiffures, wrist and ankle ornaments. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.		
Nov. 8	ELECTION DAY (Tuesday).		
Tuesday Nov. 8 11:00 A.M. "Little Lunch"	SHOWING FOR PRESS: SPRING COLLECTION	ANNA MILLER & CO.	498 SEVENTH AVENUE SHOWROOM-17TH FLOOR
	Anna Miller will show her Spring collection, designed by Earl Luick, to the press, followed by luncheon. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Beginning Tuesday Nov. 8 2:30 P.M.	OPENING OF 1950 SPRING COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	730 FIFTH AVENUE SALON-7TH FLOOR
	Trade opening of the Christian Dior-New York Spring collection, with showings daily at 2:30 P.M. Attendance by invitation only.		
Beginning Tuesday Nov. 8	OPENING OF SPRING COLLECTION	JUNIOR ACCENT INC.	1418 BROADWAY SHOWROOM-PENTHOUSE
	Opening of Junior Accent Spring collection, showing confined prints in both silk and rayon; Spring wools, emphasizing both gray and navy; new and confined fabric. Contact: LO. 4-1434.		
Tuesday Nov. 8 9:00 P.M.	PRESS PREVIEW: RESORT & SPRING COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	730 FIFTH AVENUE SALON-7TH FLOOR
	Press showing of the Christian Dior-New York 1950 Resort and Spring collection. Attendance by invitation only, which must be presented for admittance.		
Wednesday Nov. 9 9:30 A.M.	SHOWING OF SPRING AND SUMMER COLLECTION	THE HOUSE OF GALLAGHER MESH	17 WEST 45TH STREET SHOWROOM-10TH FLOOR
	The House of Gallagher Mesh will present a preview to the press of their Spring and Summer collection of suits, coats and dresses, designed by Louise Barnes Gallagher. By invitation only. Trade showings will begin Thursday, Nov. 10. By appointment, contact: PL. 7-1580. Publicity: Nona James, CH. 4-7658.		
Beginning Wednesday Nov. 9 10:30 A.M.	OPENING OF SPRING COLLECTION	CARMEL BROTHERS	530 SEVENTH AVENUE SHOWROOM-15TH FLOOR
	Carmel Brothers will present their Spring collection of coats and suits at 10:30 A.M. and 2:30 P.M. daily beginning Wednesday, November 9. Press invited. Contact: Larry Carmel, LA. 4-3310.		
Wednesday Nov. 9 12:00 Noon Luncheon	SPRING SHOWING & LUNCHEON FOR PRESS	ANN SADOWSKY & ETA	498 SEVENTH AVENUE SHOWROOM-11TH FLOOR
	Ann Sadowsky and Eta will present their Spring collection to the press at luncheon. By invitation only. Showings at 10:30 A.M. & 2:30 P.M. daily thereafter. Publ.: Mildred Kaldor, MU. 9-5420.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Nov. 9 12:45 P.M. Luncheon	"FASCINATION" LUNCHEON SHOW	JOHN RUBEL CO.; GURO	HOTEL PIERRE COTILLION ROOM
	Presentation of John Rubel jewels; Guro hair styles, Boue Soeurs gowns; Amalie Tutsch gloves; Charles Weinstein bags; Haggerty shoes. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Fashion Show Publicity: Rosalyn Bader, EL. 5-4263. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday Nov. 9 1:00 P.M. Luncheon	"DRAMATIC CLIMAX" MILLINERY LUNCHEON	ANITA ANDRA, INC. (558 MADISON AVE.)	RITZ-CARLTON HOTEL OVAL ROOM
	Anita Andra will present her millinery fashions for Resort and evening wear during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Anita Andra Contact: PL. 9-1822. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.		
Wednesday Nov. 9 4:30 P.M.	SHOWING OF SPRING COATS, SUITS, DRESSES	CONTI, INC.	105 WEST 40TH STREET PENTHOUSE
	Initial showing by Conti, Inc. of coats, suits and dresses for Spring 1950, designed by Robert Riley. By invitation only. Continuous showings daily thereafter. Contact: CH. 4-4447. Publ.: Laura Benham, MU. 5-0022.		
Wednesday Nov. 9 5:00 P.M. Cocktails	SHOWING OF SPRING FABRICS COLLECTION	MIRON MILLS	HAMPSHIRE HOUSE
	Miron's semi-annual merchandise and fashion clinic to introduce their Spring fabrics collection to the franchised piece goods departments and the fabric press. By invitation only. Publicity: Eleanor W. Howard, Promotion Director for Miron, LE. 2-8340.		
Wednesday Nov. 9 5:45 P.M.-7:30 P.M. Cocktails	PRIVATE SHOWING OF NEW SECOND FLOOR	GIMBELS NEW YORK	2ND FLOOR
	Gimbels will open their new second floor, which will include men's clothing, men's sportswear, men's hats and shoes, luggage, infants' clothing and furniture, boys' and girls' clothing, children's shoes and the maternity shop. Attendance by invitation only. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.		
Beginning Wednesday Nov. 9	OPENING OF SPRING COLLECTION	WILL NEMEROV, INV.	500 SEVENTH AVENUE SHOWROOM-11TH FLOOR
	Will Nemerov will present his Spring collection beginning Wednesday Nov. 9. Contact: CH. 4-8570.		
Thursday Nov. 10 12:00 Noon Luncheon	PREVIEW OF ADVANCE SPRING FASHIONS	SHAMOKIN WOOLEN MILLS	WALDORF-ASTORIA FLAMINGO ROOM
	Shamokin Woolen Mills will present advance Spring fashions for the fashion press. Luncheon promptly at 12:00 Noon. Show at 1:00 P.M. Attendance by invitation only. Publicity: Claire A. Wolff, LO. 4-7230.		
Thursday Nov. 10 12:00 Noon	OPENING OF SPRING COLLECTION	JANET TAYLOR	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
	Janet Taylor will present her Spring collection of afternoon dresses on Thursday, Nov. 10 at 12:00 Noon. Showings daily thereafter at 12:00 Noon and 4:00 P.M. Contact: Abe Goldner, CH. 4-2930.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Nov. 10 1:00 P.M. Luncheon	HOLIDAY FURS AT LUNCHEON SHOW	BERNHAM-STEIN (660 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Bernham-Stein will present their Holiday furs at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Bernham-Stein Publicity: Mildred Kaldor, MU. 9-5420. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Nov. 10 4:00 P.M. Cocktails	PRESS PREVIEW OF FIRST COLLECTION	PHILIP HULITAR	11 WEST 46TH STREET SHOWROOM-4TH FLOOR
	Philip Hulitar will present to the press his first collection of afternoon dresses and debutante gowns for Resort and Spring. By invitation only. Daily trade showings beginning Monday, Nov. 14 at 10:30 A.M. and 2:30 P.M. Publicity: Saul Krieg Associates, Sukie Rand, LU. 2-1815.		
Beginning Thursday Nov. 10	SPRING SHOWINGS BY CEIL CHAPMAN	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
	Spring collection, designed by Ceil Chapman, will be presented at 10:30 A.M. and 2:30 P.M. on Thursday, Nov. 10 and Friday, Nov. 11. By reservation only. Daily showings at 2:30 P.M., beginning Monday, Nov. 14. Contact: LA. 4-5800.		
Beginning Thursday Nov. 10	OPENING OF SPRING COLLECTION	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
	Maria Krum will present her Spring collection. Contact: CI. 7-3060.		
Nov. 11	ARMISTICE DAY (Friday).		
Saturday Nov. 12 11:00 A.M.	"YOUNG SPROUTS" FASHION SHOW	MARTIN'S BROOKLYN	4TH FLOOR
	Open to public. Publicity: Rita Dobbins, TR. 5-3100.		
Monday Nov. 14-Nov. 16 10:00 A.M.	PREVIEW OF NEW SINGER SEWING AID	SINGER SEWING MACHINE COMPANY	SINGER SEWING CENTER 396 FIFTH AVE.-4TH FL.
	At a "Second Cup of Coffee" party, the Singer Sewing Machine Co. will demonstrate the newest member of its group of time-saving attachments for Singer Sewing Machines. The press will have an opportunity to learn how this attachment works and what it accomplishes. Attendance by invitation only. Contact: Anne Cunningham, Young & Rubicam, Inc., MU. 9-5000.		
Monday Nov. 14 4:00 P.M.-6:00 P.M. Cocktails	DEBUT OF SCIENTIFIC PROTEIN HAIR WAVE	TURNER HALL CORPORATION (142 FIFTH AVENUE)	WALDORF-ASTORIA PERROQUET ROOM
	The Turner Hall Corporation, manufacturers of beauty aids, will introduce their scientific discovery for restoring permanent-waved hair to its natural conditions. Host: Karl H. Mamlock, president, Turner Hall Corp. By invitation only. Publicity: Ray Priest or Murray Martin, LU. 2-1540.		
Tuesday Nov. 15 12:30 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW	MILLINERY DESIGNERS' LEAGUE	WALDORF-ASTORIA WEDGWOOD ROOM
	"Datelines...Spring 1950"--Millinery Designers' League will present advance Spring hats at their semi-annual luncheon show. Press by invitation. Tickets: $12.50. Contact: Anne Hoerer, PE. 6-8444.		
Postponed Nov. 15	THE PEG FISCHER SHOWING OF RESORT AND HOLIDAY HATS, ORIGINALLY SCHEDULED FOR NOVEMBER 15, AT 1:00 P.M., HAS BEEN TENTATIVELY POSTPONED.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Nov. 15 4:00 P.M.-6:00 P.M. Tea	SHOWING OF SPRING MILLINERY FASHIONS	MILLINERY CREATORS GUILD	ST. REGIS HOTEL ROOF
	Millinery Creators Guild will present hats by the following milliners: Bernice Charles; Harryson Hats; G. Howard Hodge; Jeanne Tete; Edgar J. Lorie; Milgrim Hats; Germaine Montabert; Vogue Hats-Garfunkel Makers. By invitation only. Publicity: Ruth Weintraub, PL. 3-2117.		
Beginning Tuesday Nov. 15	SPRING COLLECTION OF COATS AND SUITS	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM-30TH FLOOR
	Presentation of Bellciano coats and suits for Spring at 10:30 A.M. and 2:30 P.M. daily, beginning Tuesday, November 15. Press invited. Publicity: Harvey Stein, LO. 3-6569.		
Wednesday Nov. 16 9:30 A.M. Breakfast	PRESS PREVIEW OF NEW FIFTH FLOOR	JAY THORPE, INC.	24 WEST 57TH STREET 5TH FLOOR
	Jay Thorpe will preview their new fifth floor at a breakfast for the fashion press. Showing of bridal and boudoir fashions. Attendance by invitation only. Publicity: Ruth Hammer Associates, Inc., EL. 5-7108.		
Wednesday Nov. 16 12:15 P.M. Luncheon	SCIENTIFIC HAIR RESEARCH AT LUNCHEON	RICHARD HUDNUT	HOTEL PLAZA TERRACE ROOM
	Richard Hudnut will present the latest developments in scientific hair research and their application to home permanent waves. Attendance by invitation only. Contact: Marion Hammon, WA. 4-7700.		
Wednesday Nov. 16 12:45 P.M. Luncheon	"WHAT THE WELL-BRED DOG SHOULD WEAR"	HAMMACHER SCHLEMMER; DOGS, INC.	HOTEL PIERRE COTILLION ROOM
	Launching of Christmas Seal Sale for the N.Y. Tuberculosis & Health Assn., Inc., presenting canine fashions modeled by prize-winning dogs. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday Nov. 16 1:00 P.M. Luncheon	CASUAL FASHIONS AT LUNCHEON SHOW	CASUAL CLOTHES, INC. (744 MADISON AVENUE)	WALDORF-ASTORIA SERT ROOM
	Presentation of fashions for casual wear during luncheon. Press by invitation. Public by reservation; contact: "Albert", EL. 5-3000. Casual Clothes Contact: RE. 7-2184. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Thursday Nov. 17 9:00 A.M.-11:00 A.M. Breakfast	SHOWING OF SPRING SCARF COLLECTION	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM-4TH FLOOR
	Vera will present a preview for the fashion press of her Spring 1950 collection of scarves. By invitation only. Contact: Florence Brobeck, GR. 3-4119.		
Thursday Nov. 17 12:15 P.M. Luncheon	LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER CENTER)	HOTEL BILTMORE BALLROOM
	"The Home Is Here To Stay--Does Yours Match Your Brow?" Speakers: Agnes Rogers, author of the current best-seller, "Women Are Here To Stay," and an editor of the book department of the Reader's Digest; Russell Lynes, an editor of "Harper's Magazine" and instigator of the High Brow-Low Brow controversy. Chairman of Home Furnishings Division: Melva Chesrown. Price (including tax and tip): $3.25 for members. $3.75 for guests. Contact: The Fashion Group, CI. 7-3940.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday Nov. 20	PUBLICATION DATE: "BEAUTY AFTER FORTY"	EDYTH THORNTON McLEOD	ZIFF DAVIS PUBL. CO. EMPIRE STATE BLDG.
	Publication of the book "Beauty After Forty" by Edyth Thornton McLeod, in which she suggests a poised and dignified enjoyment of life for women after their fortieth birthday. Contact: C.M. Thornton, PL. 5-7800.		
Beginning Monday Nov. 21 10:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM
	Presentation of Spring coats and suits by Monte-Sano & Pruzan, beginning Monday, November 21 at 10:30 A.M. By appointment. Contact: LU. 2-2317.		
Beginning Monday Nov. 21	OPENING OF SPRING COLLECTION	PHILIP MANGONE CO.	500 SEVENTH AVENUE SHOWROOM-17TH FLOOR
	Presentation of Philip Mangone's Spring coat and suit collection. By appointment. Contact: PE. 6-2204.		
Monday Nov. 21 4:00 P.M.- 6:00 P.M. Cocktails	SIMTEX "SLEEPY-TIME" FLANLET SHOWING	SIMTEX MILLS, INC.	RITZ CARLTON HOTEL CRYSTAL ROOM
	Simtex "Sleepy-Time Show"--presentation of the Simtex 1950 woven flanlet line. Showing promptly at 4:30 P.M. For press and trade, by invitation only. Contact: Leonie A. McLaughlin, MU. 7-4300.		
Monday Nov. 21 8:00 P.M.	OPENING: METROPOLITAN OPERA SEASON	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY AT 39TH ST.
	Grand opening of the 1949-50 Met. Opera, the 65th season, presenting Richard Strauss" "DER ROSENKAVALIER". Publ.: Margaret Carson, PE. 6-1200.		
Monday Nov. 21	OPENING OF CHRISTMAS SEAL CAMPAIGN. Contact: Mrs. Mary Williamson Hooker, Public Relations Director, N.Y. Tuberculosis and Health Assn., MU. 5-2240.		
Tuesday Nov. 22 12:15 P.M. Luncheon	MONTHLY LUNCHEON & ANNUAL MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	The Fashion Group will hold its members' monthly luncheon and annual meeting. Billing Entertainment will include stars of Broadway, Hollywood, Radio, Television, and Ballet. Speakers: Arthur Godfrey, CBS-TV star; Arthur Schwartz, composer and stage-screen-video producer; Sol Hurok impresario. Master of Ceremonies: Henry B. Sell, editor of "Town and Country" magazine. Program chairman: Gertrude Bailey. Price (including tax and tip): $3.25 for members; $3.75 for guests. Reservations close Monday, Nov. 21 at 5:00 P.M. Contact: The Fashion Group, Inc., CI. 7-3940.		
Wednesday Nov. 23 12:45 P.M. Luncheon	MADE-TO-ORDER FASHIONS AT LUNCHEON SHOWING	ELSE FRITZ & CO. (36 CENTRAL PK. SO.)	HOTEL PIERRE COTILLION ROOM
	"Feminine Sorcery"--luncheon showing of French made-to-order collection of dresses, coats and suits. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Nov. 24	THANKSGIVING DAY (Thursday).		
Week Of Nov. 27	NATIONWIDE PREVIEW OF MEN'S FASHIONS	NATIONAL FASHION PREVIEW OF MEN'S APPAREL, INC.	BOCA RATON CLUB BOCA RATON, FLORIDA
	Approximately 75 nationally known manufacturers of men's apparel will participate in the first annual nationwide fashion presentation in the men's apparel industry at Boca Raton, Florida. Contact: Myron Kahn, Exec. Dir., PL. 9-5846.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Nov. 28 10:00 A.M.	SHOWING OF SPRING VOLUME SHOE FASHIONS	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER GRAND BALLROOM
	Popular Price Shoe Show of America, presenting 1950 volume shoe fashions, coordinated with Spring clothes. This is the official volume show, sponsored by the National Association of Shoe Chain Stores and the New England Shoe and Leather Association during Market Week, Nov. 27-Dec. 1. Trade and press invited. Fashion Director: Sylvie Hamilton, Fashion Mating, PE. 6-0583. Publicity: Edward Atkins, MU. 2-8705.		
Monday Nov. 28 1:00 P.M. Luncheon	HOLIDAY & CRUISE FASHION SHOW	RUSSEKS FIFTH AVENUE	HOTEL PLAZA PERSIAN ROOM
	Fashions for Holiday parties, and Winter pastels for Cruise wear, will be presented by Russeks. (Note Change of Date). Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Tuesday Nov. 29 2:30 P.M.	SHOWING OF WINTER & RESORT COLLECTION	SYDELL (666 FIFTH AVENUE)	WALDORF-ASTORIA WEDGWOOD ROOM
	Sydell will present her Winter and Resort collection of suits, dresses and gowns. Hats by Walter Florell. Contact: EL. 5-8729.		
Tuesday Nov. 29 3:30 P.M. Cocktails	PRESS SHOWING OF FOUNDATION GARMENTS	BIEN JOLIE	159 MADISON AVENUE SHOWROOM
	Presentation of new foundation garment by Bien Jolie. Showing promptly at 4:00 P.M. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.		
Wednesday Nov. 30 12:45 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW	CAROLYN SCHNURER	HOTEL PIERRE COTILLION ROOM
	"Resort Allure"--showing of Cruise and Resort fashions by Carolyn Schnurer during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Carolyn Schnurer Contact: Lee Walker, CH. 4-8446. Hotel Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday Nov. 30 1:00 P.M. Luncheon	PALM BEACH SHOWING OF FUR FASHIONS	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
	Dein-Bacher will present Palm Beach fur fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert," EL. 5-3000. Dein-Bacher Contact: Winsome Courtney, PL. 9-5913. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Wednesday Nov. 30 9:00 P.M.	BENEFIT PARTY FOR COSTUME INSTITUTE	SPONSORED BY FASHION INDUSTRIES	HOTEL PLAZA GRAND BALLROOM
	A gala party, ball and entertainment under the sponsorship of 25 different branches of the fashion industry will be given for the benefit of The Costume Institute of the Metropolitan Museum of Art. Chairman of Executive Committee: Dorothy Shaver, President of Lord and Taylor. Chairman of Working Committee: Eleanor Lambert. Chairman of Ticket Committee: Samuel Deitsch of Deitsch, Wersba and Coppola. Chairman of Entertainment Committee: Lloyd Weill of Kane-Weill. Chairman of Decorations Committee: Henry Callahan, Director of Window Display, Lord and Taylor. Chairman of Gift Committee: Adelia Byrd Ellis, publicity director, Forstmann, Inc. Chairman of Publicity Committee: Gloria Carr, Lord and Taylor. Chairman of "Photographers Row" Committee: Leona Bowman, Sterling Advertising. Reservations: $50.00 each. Contact: Mrs. Dorothy Cushman, Costume Institute of Metropolitan Museum, 5th Ave. & 82nd St., RH. 4-7690, Ext. 492.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Dec. 1 1:00 P.M. Luncheon	SHOWING OF NEW SPRING HAIR STYLES	JOHN HALL (26 EAST 56TH ST.)	HOTEL PLAZA TERRACE ROOM
	John Hall will present his new hair styles for Spring during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. John Hall Publicity and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Dec. 1 5:00 P.M.-7:00 P.M. Cocktails	EAU DE PARFUMS "FLOWERS OF THE MONTH"	PRINCE & PRINCESS ARTCHIL GOURIELLI	16 EAST 55TH STREET GOURIELLI SALON
	Prince and Princess Artchil Gourielli will launch "Flowers of the Month" Eau de Parfums at a cocktail party for the press. By invitation only. Contact: Elaine H. Librescot, PL. 3-1200.		
Monday Dec. 5 8:30 P.M. Dinner	"BAL MASQUE FASHION EXTRAVAGANZA	ELIZABETH ARDEN-- ARRANGED BY CASTILLO	WALDORF-ASTORIA GRAND BALLROOM
	Dmitri Mitropoulos will conduct The New York Philharmonic-Symphony Orchestra for a Fashion Extravaganza by Elizabeth Arden arranged by Castillo. Diamonds by Van Cleef and Arpels. Public Masked Ball for the benefit of the Pension Fund of the Philharmonic Symphony Society of N.Y. Dancing--Meyer Davis Orchestra. Tickets: $25.00 Contact: TE. 8-6272. Publicity: Rasponi Associates, Inc., TE. 8-8171.		
Beginning Monday Dec. 5	SHOWING OF SPRING COLLECTION IN TORONTO	TORONTO MARKET	TORONTO, CANADA
	The Toronto Market, will open in Toronto on December 5, under the auspices of the Dress Manufacturers' Guild of Toronto. There will be three fashion shows in the Crystal Ballroom of the King Edward Hotel--a luncheon show for the press on Tuesday, Dec. 6; and evening dinner shows for the visiting buyers on Tuesday, Dec. 6 and Wednesday, Dec. 7. By invitation only. Fashion shows staged and coordinated by Viola Shefer, PL. 3-3173.		
Tuesday Dec. 6 1:00 P.M. Luncheon	CRUISE, RESORT AND SPRING FASHION SHOW	MARGARET NEWMAN ORIGINALS, INC.	TAVERN-ON-THE-GREEN CENTRAL PK. W. & 67TH
	Margaret Newman will present her spectator sports and playclothes for Cruise and Resort wear, and her Spring fashions during luncheon. Press by invitation. Public by reservation; contact: RH. 4-4700. Margaret Newman Publicity: Ann Rabin, TR. 7-0455.		
Wednesday Dec. 7 12:45 P.M. Luncheon	"DESIGN FOR LIVING" LUNCHEON SHOWING	INTERIOR DECORATORS; & SCALAMANDRE TEXTILES	HOTEL PIERRE COTILLION ROOM
	Fashion forum and showing by leading interior decorators and The Scalamandre Museum of Textiles. Also, a presentation of gowns and flowers. Press by invitation. Public by reservation; contact: Francois: TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday Dec. 14 12:45 P.M. Luncheon	"HOLIDAY SILHOUETTE" AT LUNCHEON SHOW	RUSSEKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
	Russeks will present Holiday fashions during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		

Saturday
Nov. 5
8:00 P.M.-
8:30 P.M.

TELEVISION: "WINNER TAKE ALL" WCBS-TV, CHANNEL 2
Television show, awarding of three nylon velvet campus casual costumes by Annis Originals; hats by Beatrice Martin; and Karu jewelry sets for the three costumes from Gerlou Fifth Avenue. Publicity: Barbara Olsan, Merchandise Director, PL. 5-2000.

Monday
Nov. 7
11:00 A.M.-
12:00 Noon

TELEVISION: KATHI NORRIS, "YOUR TELEVISION SHOPPER" WABD-TV, CHANNEL 5
Television show featuring the League of Women Voters, represented by Mrs. Julian Marwell, chairman of the Metropolitan Evening Group, who will give an indoctrination in the voting system. Contact: Babs Doniger, MU. 7-0096.

Tuesday
Nov. 8

PREMIERE: "ALL THE KING'S MEN" (Movie) VICTORIA THEATRE, B'WAY & 46TH ST.
Columbia Pictures presents a film based on Robert Penn Warren's Pulitzer Prize novel about a man's singular ambition to become governor of his state and how he achieved his goal. Stars: Broderick Crawford, John Ireland, Joanne Dru and John Derek. Producer and Director: Robert Rossen. Wardrobe: Jean Louis. Publicity: Hortense Schorr, CI. 5-5000.

Wednesday
Nov. 9
Nov. 13

TWELFTH ANNUAL SEASON: NEW YORK CITY OPERA CO., CITY CENTER, 131 W. 155TH
Program for seventh week: Wed., Nov. 9: DER ROSENKAVALIER; Thurs. Nov. 10: CARMEN; Fri., Nov. 11: AIDA; Sat., Nov. 12: LA BOHEME; Sun. Mat., Nov. 13: THE MARRIAGE OF FIGARO; Sun. Eve., Nov. 13: TOSCA. Tickets: $1.50-$3.00 (tax included). Publicity: Jean Dalrymple, MU. 8-3847.

Thursday
Nov. 10

PREMIERE: "THAT FORSYTE WOMAN" (Movie) RADIO CITY MUSIC HALL, 6TH AVE.&50
MGM film based on John Galsworthy's book, "The Forsyte Saga". The stuffy pompous English family, living in London in 1880, is upset by their young nephew's determination to marry a fortune hunter, who soon takes her place in the hearts of three of the Forsyte men. Producer: Leon Gordon. Director: Compton Bennett. Stars: Greer Garson, Errol Flynn, Walter Pidgeon, and Robert Young. Costumes: Walter Plunkett, and Valles. Publicity: Herbert Crooker, LU. 2-2000.

Friday
Nov. 11

INTERNATIONAL PREMIERE:"BATTLEGROUND" (Movie) ASTOR THEATRE, B'WAY & 45TH
MGM release of film about the Battle of the Bulge when the 101st Airborne Division was surrounded in Bastogne, France by the Germans in December 1944. The large cast is headed by Van Johnson, John Hodiak, Ricardo Montalban and George Murphy. Producer: Dore Schary. Director: William A. Weliman. Publicity: Herbert Crooker, LU. 2-2000.

Friday
Nov. 11

PREMIERE: "OH, YOU BEAUTIFUL DOLL"(Movie) ROXY THEATRE, 7TH AVE. & 50TH
Twentieth Century-Fox presents a musical version of the life of Fred Fisher, his songs of the Tin-Pan Alley era at turn of the century. Stars: June Haver, Mark Stevens and S.Z. Sakall. Producer: George Jessel. Director: John M. Stahl. Wardrobe: Charles LeMaire. Costumes designed by Rene Hubert. Publicity: Jeannette Sawyer, CO. 5-3320.

Wednesday
Nov. 16

OPENING: "THE FATHER" CORT THEATRE, 48 ST. E. OF B'WAY
Harry Brandt, Richard Krakeur and Robert Joseph present a translation of August Strindberg's tragedy. The cast includes Mady Christians, Raymond Massey and John Seymour. Director: Raymond Massey. Setting: Donald Oenslager. Costumes: Eleanor Goldsmith. Publ.: Karl Bernstein, CI. 6-0427.